

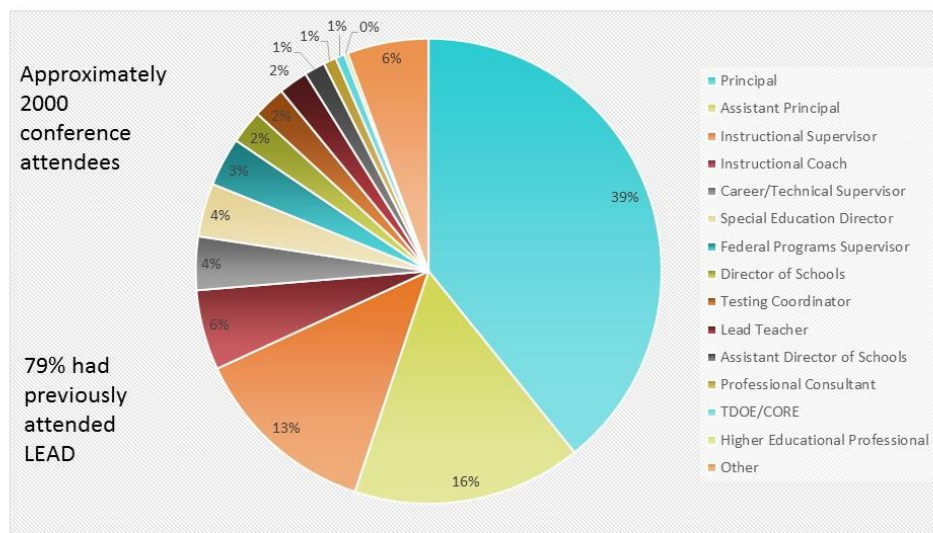


LEAD 2017 Conference

Exhibitor Prospectus

The Tennessee Department of Education is proud to announce the 16th Annual LEAD Conference. LEAD will take place at the Music City Center in Nashville on Oct. 15-17. An estimated 2,000 school- and district-level educational leaders will participate in the conference. The theme for LEAD 2017 is “LEADing the New Normal.” This year, the conference will feature educational leaders sharing professional learning experiences in more than 70 concurrent sessions to help equip Tennessee educators with the tools to lead our students from kindergarten to job ready. There are multiple opportunities for your organization to engage with conference attendees and presenters.

Who attends LEAD?



16th Annual LEAD Conference

October 15-17, 2017 | Music City Center | Nashville, Tennessee



Department of
Education

LEAD Conference

Corporate Sponsors:

Headline Platinum \$12,000.00

- Thirty seconds of ad space on the app during high usage times
- Exclusive signage on top left and right panels of entrance frame to the exhibit hall
- One large sign at the Commissioner Meet and Greet Sunday evening
- Three invitations to attend the Commissioner Meet and Greet Sunday evening
- Up to three items to be included in the attendee tote bags

Headline Gold \$10,000.00

- Twenty-five seconds of ad space on the app during high usage times
- One large sign at the base of the level 1 escalator
- One large sign at the level 1 elevator on the Demonbreun side
- One large sign on level 2 at the entrance on 6th Avenue
- Two items to be included in the attendee tote bags

Headline Silver \$8,000.00

- Twenty seconds of ad space on the app during high usage times
- One medium sign by the level 1 doors to 5th Avenue
- One medium sign by the level 1 doors to Korean Vets Boulevard
- One medium sign by the level 2 doors to 6th Avenue
- One item to be included in the attendee tote bags

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Exhibitor Sponsors:

Lunch Table Tent Sponsor \$6,500.00 – 2 available (1 sponsor per lunch)

- One informational card (maximum size 8"x10" per place setting on each table)
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Breakfast Sponsor \$6,500.00 – 2 available (1 sponsor per breakfast)

- Exclusive signage at each breakfast buffet table
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Registration Sponsor \$6,000.00

- Kick panels on registration booths with exclusive company name and logo
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Official App Sponsor \$6,000.00

- Two minutes total ad time per day during conference hours
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Keynote Area Sponsor \$5,500.00

- Signage outside of the Ballroom BC doors
- Signage onstage
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

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Lanyard Sponsor \$5,500.00

(Requires minimum monetary or in-kind contribution of \$5,500.00 or the provision of equivalent services)

- Exclusive company name/logo on lanyards for all participants
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Conference Bag Sponsor \$5,500.00

- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)
- Sponsor logo on one side of the conference bag (For both sides, add \$2000.00.)

Session Zone Sponsor \$5,000.00

- Signage in each session room hallway on level 1 (total of four)
- Signage on level 2 in hallway between session rooms
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Name Badge Sponsor \$5,000.00

(Requires minimum monetary or in-kind contribution of \$5,000.00 or the provision of equivalent services)

- Company name and logo on the front of name tags
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Snack Break Sponsor \$5,000.00 (two available – one sponsor per day)

- Signage on snack buffet bars
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

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Recharge Lounge Sponsor \$3,000.00

- Exclusive signage in the recharge lounge area
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Assessment Lab Sponsor \$3,000.00 (two available)

(Requires minimum monetary or in-kind contribution of \$3,000.00 or the provision of equivalent services)

- Non-exclusive signage in the assessment lab

New Testing Coordinators Luncheon Sponsor \$2,500.00

- Exclusive signage in the hallway and room on the day of the event
- Four guest seats for the banquet
- Two-minute presentation and introduction of the keynote speaker

Program Book Ad Pricing:

Black and White

¼-page ad: \$200.00

½-page ad: \$400.00

¾-page ad: \$600.00

1-page ad: \$800.00

Color

¼-page ad: \$400.00

½-page ad: \$800.00

¾-page ad: \$1,200.00

1-page ad: \$1,600.00

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Mobile App Banner

Banner ads are front and center on the LEAD 2017 app and help drive booth and website traffic. With these ads, attendees can easily connect with you by tapping through to your website. Also, consider the benefits of creating banner ads that direct attendees directly to your booth.

You can purchase banners for single days, for all conference days, and even for the time prior to the conference. Pricing is listed below:

Sunday:	\$400.00
Monday:	\$800.00
Tuesday:	\$800.00
Sunday–Tuesday:	\$1,500.00

Prior to Conference: \$600.00 (per day until Oct. 15)

Booth Packages

Standard Package \$1,000.00

- One (1) 10'x10' booth space that includes:
- One 8' skirted table and two chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- One wastebasket
- One 7"x44" booth ID sign
- Dedicated exhibit hall time on both show days
- Two (2) complimentary show badges (Additional registrations are available at standard rates.)
- Two (2) complimentary breakfasts, lunches, and snacks for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (includes name, booth locations, contact information, and booth description)

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Preferred Package \$1,900.00

- One (1) 10'x20' booth space that includes:
- Two 8' skirted tables and four chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Two wastebaskets
- One 7"x44" booth ID sign
- Dedicated exhibit hall time on both show days
- Four (4) complimentary show badges
- Four (4) complimentary breakfasts, lunches, and snacks for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (name, booth locations, contact information, and booth description)

Preferred Plus Package \$2,700.00

- One (1) 10'x30' booth space that includes:
- Three 8' skirted tables and five chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Two wastebaskets
- One 7"x44" booth ID sign
- Dedicated exhibit hall time on both show days
- Five (5) complimentary show badges
- Five (5) complimentary breakfasts, lunches, and snacks for booth staff per show day
- Security during move-in/out and during show hours
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Premium Package \$3,400.00

- One (1) 20'x20' island booth **-or-** One (1) 10'x40' linear booth
- Four 8' skirted tables and eight chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Four wastebaskets
- One 7"x44" booth ID sign
- Dedicated exhibit hall time on both show days
- Six (6) complimentary show badges
- Six (6) complimentary breakfasts, lunches, and snacks for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (includes name, booth locations, contact information, and booth description)

**Non-Profit Organizations, University, College, Technical College Package
\$400.00**

- One (1) 10'x10' booth space that includes:
- One 8' skirted table and two chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- One wastebasket
- One 7"x44" booth ID sign
- Dedicated exhibit hall time on both show days
- Two (2) complimentary show badges
- Two (2) complimentary breakfasts, lunches, and snacks for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (includes name, booth locations, contact information, and booth description)

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